

INFO	LOG-00	EEB-00	AF-00	AID-00	AIT-00	AMAD-00	AOP-00
	AEX-00	AS-00	A-00	ACQ-00	CA-00	CIAE-00	COME-00
	CCOE-00	INL-00	DODE-00	ANHR-00	WHA-00	PDI-00	DS-00
	MEDE-00	EAP-00	EUR-00	UTED-00	VCI-00	FSI-00	OBO-00
	H-00	TEDE-00	INR-00	IO-00	MMP-00	MOFM-00	MOF-00
	M-00	CDC-00	VCIE-00	NEA-00	NSAE-00	ISN-00	NSCE-00
	OIC-00	OIG-00	OPR-00	EPAU-00	PA-00	PER-00	PM-00
	GIWI-00	SCT-00	ISNE-00	SP-00	IRM-00	MR-00	NCTC-00
	FMP-00	BBG-00	EPAE-00	ECA-00	IIP-00	SCRS-00	PMB-00
	DSCC-00	PRM-00	G-00	ALM-00	SCA-00	SAS-00	FA-00
	SRAP-00	PMA-00	SWCI-00	SANA-00	/000R		

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 FM SECSTATE WASHDC
 TO ALL DIPLOMATIC AND CONSULAR POSTS COLLECTIVE IMMEDIATE
 AMEMBASSY TRIPOLI IMMEDIATE
 AMEMBASSY CONAKRY IMMEDIATE

UNCLAS STATE 122234

FROM UNDER SECRETARY JUDITH MCHALE TO CHIEFS OF MISSION,
 PUBLIC AFFAIRS OFFICERS, AND REGIONAL MEDIA HUB
 DIRECTORS

E.O. 12958: N/A
 TAGS: [PREL](#) [KPAO](#)
 SUBJECT: AMPLIFYING THE PRESIDENT'S MESSAGE ON
 AFGHANISTAN

¶1. This is an action request. Please see paragraphs 2
 and 4.

¶2. President Obama will announce a comprehensive
 strategy on Afghanistan in an address at West Point, NY
 at 8 pm EST on December 1. I ask your cooperation in
 actively engaging with the media and publics at your
 posts to amplify the President's message.

¶3. The White House's communications strategy for this
 speech includes vigorous public diplomacy engagement by
 overseas Mission leadership once the speech is
 delivered. This announcement will have great importance
 for our global foreign policy objectives. We will rely
 on your judgment as to the content and level of public
 diplomacy activity appropriate in your host country
 communications and policy environment.

¶4. The White House requests two rounds of reporting from
 every Mission Public Affairs Section worldwide. Country
 PAOs should consolidate reports from constituent posts
 in a unified submission:

- (1) By 12 noon EST Wednesday, December 2: A one-
 paragraph report of immediate media reaction
 (coverage/commentary) in your host country. Please
 include the ratio of positive vs. negative reactions,
 general tone, key themes, and if any medium has changed
 its editorial position on the issue.

- (2) By 5 PM EST Monday, December 7: A one-paragraph
 report on continuing reporting, commentary, statistics,
 atmospherics, and changes in tone and position
 (including weekend news talk programs, if appropriate).
 Also, a second paragraph enumerating all post
 amplification and engagement efforts on themes of the
 speech. All posts are asked to report, even if to say
 that you took no action. If no action was taken, please
 indicate why.

Reports should be sent via email to your Regional PD
 Office, with copies to your Regional Media Hub Director,
 the Rapid Response Unit (rru@state.gov), and INR's Office
 of Research and Media Reaction (rmrmail@state.gov).

¶5. Washington elements will provide a variety of PD
 tools to help your engagement efforts:

Pre-speech:

- NSC-provided talking points and fact sheet. As soon as possible, we will provide translations in Arabic, French, Spanish, Russian, Chinese, Persian, Dari, Pashto, Urdu, German, Hindi, Bangla, Korean, Japanese, Czech, Croatian, Albanian, Finnish, Italian, Portuguese, Slovenian, Estonian, Lithuanian, Polish, Romanian, Latvian, Georgian, Armenian and Turkish. (Estimated availability: several hours before speech.)
- Background article Tuesday on U.S. policy and presence in Afghanistan in English, Arabic, Chinese, English, French, Persian, Russian, and Spanish on America.gov.
- INFOCENTRAL updates on latest talking points and other background as provided by the NSC.

Immediately after speech:

- Official as-delivered speech text in English will be sent to COMs and PAOs and be posted to INFOCENTRAL.
- Official translations of speech in languages will be provided to relevant posts as soon as available. See list of languages above.

Wednesday and beyond:

- Additional statements and Congressional testimony on INFOCENTRAL.
- Additional content on Afghanistan in English, Arabic, Chinese, English, French, Persian, Russian, and Spanish on America.gov.

¶6. Please contact Acting R/PPR Director Mark Davidson (DavidsonMJ@state.gov) with any questions.

¶7. Thank you for your assistance at this crucial juncture in our war in Afghanistan.

¶8. Minimize considered.

CLINTON